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| **Sr. NO** | **Name of the Assistant / Associate****Professor / Class** | **Subject/ Month** | **Dates / Week** |
| **1** | **MR. AMAN NAIN** | **Commerece** |  |
| **M.COM 2ND SEM** | **April, 2022** | 1- 2 April |
| 4-9 April |
| 11 - 16 April |
| 18- 23 April |
| 25 - 30 April |
| **May, 2022** | 2-7 May |
| 9-14 May |
| 16-21 May |
| 23-28 May |
| 30- 31 May |
| **June, 2022** | 1-4 June |
| 6-11 June |
| 13-18 June |
| 20-25 June |
| 27- 30 June |
| **July,2022** | 1-2 July |
| 4-9 July |
| 11-16 July |
| 18-19 July |

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| **Topic/ Chapters to be covered** | **Topic of Assignments/ Tests to be given** |
| **E-COMMERCE** |  |
| **Meaning ,nature,concept,advantages** |  |
| **types of e-commerce ,models** |  |
| **website designing,intro HTMLA,TAGS ATTRIBUTES** |  |
| **TEXT FORMATING** |  |
| **DESIGNING ,BUILDING AND LAUNCHING E-COMMERCE WEBSITE** | Assignment -1 |
| **SECURITY AND ENCRYPTION ,NEED AND IMPORTANCE** |  |
| **SECURITY THREATS IN THE E-COMMERCE ENVIRONMENT** | Class Test - 1 |
| **Contract of Life Insurance**- Present structure & growth of life insurance in Indiaclaims settlement procedure. |  |
| **TECNOLOGY SOLUTION** |  |
| **GD** |  |
| **IT AND 2000 CYBERS CRIMES** |  |
| **NEED ,CONCEPT DIGITAL SIGNATURE,ELECTRIC GOVERENCE** |  |
| **DUTIES AND SUBSCRIBES** | Assignment - 2 |
| **PENALTIES AND ADJUDICATION** |  |
| **APPELLATE TRIBUNAL** |  |
| **E-PAYMENT SYSTEM** |  |
| **METHODOF E PAYMENT** | Submission of InternalAssessment |
| ONLINE BUSINESS TRANACTIONS |  |
| Revision |  |

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| **Sr. NO** | **Name of the Assistant / Associate****Professor / Class** | **Subject/ Month** | **Dates / Week** |
| **1** | **AMAN NAIN** | **Commerece** |  |
| **B.COM 6TH SEM** | **April, 2022** | 1- 2 April |
| 4-9 April |
| 11 - 16 April |
| 18- 23 April |
| 25 - 30 April |
| **May, 2022** | 2-7 May |
| 9-14 May |
| 16-21 May |
| 23-28 May |
| 30- 31 May |
| **June, 2022** | 1-4 June |
| 6-11 June |
| 13-18 June |
| 20-25 June |
| 27- 30 June |
| **July,2022** | 1-2 July |
| 4-9 July |
| 11-16 July |
| 18-19 July |

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| **Topic/ Chapters to be covered** | **Topic of Assignments/ Tests to be given** |
| **HUMAN RESOURCE MANAGEMENT** |  |
| **HUMAN RESOURCE MANAGEMENT** |  |
| **INTRODUCTION** |  |
| **HRM ENVIRONMENT AND CHALLENGES** |  |
| **HR PLANNING** |  |
| **GD** | Assignment -1 |
| **CAREER AND SUCCESSION** |  |
| **JOB ANALYSIS** | Class Test - 1 |
| JOB DESIGN |  |
| **GD** |  |
| **GD** |  |
| **JOB EVALUATION** |  |
| **RECRUITMENT AND SELECTION** |  |
| **PLACEMENT AND INDUCTION** | Assignment - 2 |
| **GD** |  |
| **GD** |  |
| **GD** |  |
| **INTERNAL MOBILITY PROMOTION AND DEMOTION** | Submission of InternalAssessment |
| SEPRATION ,TRAINING |  |
| REVISION |  |

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| **Sr. NO** | **Name of the Assistant / Associate****Professor / Class** | **Subject/ Month** | **Dates / Week** |
| **1** | **AMAN NAIN** | **Commerece** | **RPORATE GOVER** |
| **M,COM 4TH SEM** | **April, 2022** | 1- 2 April |
| 4-9 April |
| 11 - 16 April |
| 18- 23 April |
| 25 - 30 April |
| **May, 2022** | 2-7 May |
| 9-14 May |
| 16-21 May |
| 23-28 May |
| 30- 31 May |
| **June, 2022** | 1-4 June |
| 6-11 June |
| 13-18 June |
| 20-25 June |
| 27- 30 June |
| **July,2022** | 1-2 July |
| 4-9 July |
| 11-16 July |
| 18-19 July |

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| **Topic/ Chapters to be covered** | **Topic of Assignments/ Tests to be given** |
| **NANCE,BUSINESS ETICS AND CORPORATE SOCIAL RESPONSIBIL** |  |
| **INTRODUCTION ,ETHICS,CORPORATE GOV** |  |
| **ETHICAL PRINCIPALIN BUSINESS,ROLE OF BOARDV DIRECTORS** |  |
| **ORGANIZATION CLIMATE AND STRUCTURE ETHICS** |  |
| **ADDRESSING ETHICAL DILEMMAS,CODE OF ETHICS** |  |
| **GD** | Assignment -1 |
| **CORPORATE GOVERNACE,INTRO,NEED AND SCOPE,EVOLUTION** |  |
| **GLOBAL PERSPECTIVE ELEMENT OF GOOD CORPORATE****GOVERNANCE** | Class Test - 1 |
| DIVERSITY IN BOARD ROOM |  |
| **VISIONARY LEADERSHIP** |  |
| **GD** |  |
| **BOARD COMMITTEE AND GOVERNANCE** |  |
| **VARIOUS BOARD COMMITTEE,THEIR COMPOSITION ROLE AND****RESPONSIBILITIES** |  |
| **SHAREHOLDERS GRIEVANCE COMMITTEE,REMUNERATION****COMMITTEE** | Assignment - 2 |
| **UNDER LISTING AGREEMENT,SEBI GUIDELINES** |  |
| **GD** |  |
| **C.G SHAREHOLDERS RIGHTS,CHALLENGES,ROLES OF****INSTIUTIONAL INVESTORS IN CORPORATE GOVERNANCE** |  |
| **C.G FORUMS** | Submission of InternalAssessment |
| CORPORATE SECRETARIES INTERNAL ASSOCIATION |  |
| Revision |  |

**Lesson Plan (Tentative)**

Name of the Assistant Professor:-Sonu Sihag (Commerce)

Class and Section:-B.Com 5Th Semester Section A&B

Paper: - Management Accounting

**April 2022**

|  |  |
| --- | --- |
|  | Topics |
|  | UNIT-1 Management Accounting : Concept |

May **2022**

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|  | Topics |
|  |  Unit –II Management Reporting and Information System |
|  | Paper Presentation  |

 **June 2022**

|  |  |
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|  | Topics |
|  | Unit-III Cash Flow and Fund Flow Statement, Absorption vs Variable Costing |
|  |  TestAssignment  |

**July 2022**

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|  | Topics |
|  | Unit IV Budgeting and Budgetary Control Assignment |
|  | Revision |

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 Lesson Plan 2022

Name of the Assistant Professor:- Sonu Sihag

Class: M.COM(F)

Paper code: Entrepreneurship Development

**April 2022**

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|  | Topics |
|  | Unit - I. Entrepreneurship. |

 **May** **2022**

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|  | Topics |
|  |  Unit II Small Entreprises. |

 June **2022**

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|  | Topics |
|  |  Unit- IIIMarket Survey and Opportunity Identification |
|  | Paper Presentation + Test |

 July **2022**

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|  | Topics |
|  | Unit –I VProject Report Preparation  |
|  |  Unit V Environmental Considration |
|  | Revision |
|  |  |

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Commerce Department

Name of College: Govt. College Jind

Academic Session: 2021-22 For the Even Semester

 April to July

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| Sr. No. | Name of Assistant/Associate Professor | Subject/ Class/Semester | Topic/Chapter to be covered  |
| 01. | Shri Bhupender  | 1. B.com Final Year

6th Semester Sec- A & BPaper: Business Environment | 01/04/2022 to 17/07/2022**APRIL. 2022**1. \*BUSINESS ENVIRONMENT: Introduction, Core Concept of Business Environment, Components and Importance2. Environmental and Organisational Scanning: Concept, Importance and Techniques1st Assignment (25.04.2022)**MAY. 2022**3. \*PUBLIC, PRIVATE AND JOINT SECTORS IN INDIA\*  Brief Introduction, Importance and Limitations, Recent trend4. \*ECONOMIC SYSTEMS\*  Capitalism Sociolism Mixed Economy5. \*ECONOMIC PLANNING IN INDIA\*  Achievements and Failures Planning Machinery in India Class Test-1(10.05.2022)**JUNE. 2022**6. \*ROLE OF GOVERNMENT\* Monetary Policy Fiscal Policy Make in India7. \*FOREIGN INVESTMENT\* Concept and Need Types and Barriers Multinational corporations in India Globalization of Indian Business8. \*Competition Act, 2002 & The  Foreign Exchange Management Act, 1999\*  Brief Introduction, Role and Effect of Competition Act and Foreign Exchange  Management act. 2nd Assignment (13.06.2022)**JULY. 2022**9. \*FOREIGN EXCHANGE Market: An Overview\* \*REVISION\*   |

Commerce Department

Name of College: Govt. College Jind

Academic Session: 2021-22

 April to July

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| --- | --- | --- | --- |
| Sr. No. | Name of Assistant/Associate Professor | Subject/ Class/Semester | Topic/Chapter to be covered  |
| 01. | Shri Bhupender  | B.com 2nd Year4th Semester Sec- A & BPaper: Advertising  | 01/04/2022 to 17/07/2022**April 2022**1. \*ADVERTISING: MEANING, SCOPE AND FUNCTIONS\*  Meaning, Introduction, Evolution, Characteristics, Functions, Principles, Scope of Advertising, Players of Advertising, Advertisability, Advertising as a tool of Marketing, Recent Trends in Advertising.1st Assignment (25.04.2022)**MAY. 2022**2. \*PROMOTION MIX AND ADVERTISING\*  Meaning, Components of Promotion Mix, Affecting factors of Promotion mix, Integrated Marketing Communication, Advertising and Sales Promotion. 3. \*ADVERTISING PROCESS: AN OVERVIEW\*  Meaning, Advertising Planning, Advertising Strategy4. \*COMMUNICATION PROCESS\* Meaning and Definition, Characteristics, Objectives, Marketing Communication Process, Role of Communication, Steps in effective Marketing Communication, Source in Marketing Communication, Barriers in Marketing Communication, Suggestions.5. \*TYPES OF ADVERTISING\*Introduction, Advertising Mix, E-Advertising, Advantages and Dis-Advantages of E-advertising6. \*ECONOMIC AND SOCIAL ASPECTS OF ADVERTISING\*Issues of Advertising, Social Aspects, Importances, Economic and Social Objections, Advertising Justified, Limitations of AdvertisingClass Test-1(10.05.2022)**JUNE. 2022**7. \*LEGAL AND ETHICAL ASPECTS OF ADVERTISING\*  Introduction, Need for Regulating Advertising, Legal Control, Unfair Trade Practices, Ethical Aspects of Advertising, Control over Unethical Advertising8. \*ADVERTISING OBJECTIVES AND DAGMAR APPROACH\* Meaning, Types of Advertising Objectives, Affecting Factors, DAGMAR, Conclusion9. \* ADVERTISING BUDGET\*Meaning, Process of Advertising Budget, Methods for Determination of Budget, Factors Affecting Advertising Budget.10. \*CREATIVE ASPECTS OF ADVERTISING\*Advertising and Creativity, Creative Design Process in Advertising, Advertising Copy writing, Types of Advertising Copy,Message, Message Content, Message Format, Message Source, Advertising Appeals, Components of Print Advertising Copy, Broadcast Advertising Copy: Tv & Internet11. \*TYPES OF ADVERTISING MEDIA\* Print Media, Broadcast Media, Outdoor or Mural Advertising Media, Direct mail Advertising Media, Internet Advertising Media, Other Types of Advertising Media2nd Assignment (13.06.2022)**JULY. 2022**12. \*MEDIA PLANNING AND SCHEDULING\*Meaning, Factors Affecting Media Planning, Steps involved in Media Planning, Importance and Limitations in Media Planning, Media Scheduling, Media Scheduling Strategies, Factors Affecting Media Scheduling, Media Testing, Media Strategy.13. \*ADVERTISING AGENCY AND IT'S ROLE\* Introduction, Meaning and Definition,Features, Functions of Ad-Agency,Role of Ad-Agency, Types of Advertising Agency, Organization of Ad-Agency. 14. \*CLIENT AGENCY RELATIONSHIP AND ADVERTISING DEPARTMENT\*Introduction and Meaning, Principles of Client Agency, Methods of Remunerating Ad-Agencies, Commission System, Service Changes, Fee System, Advertising Department: Meaning, Organizational Structure and Functions.15. \* ADVERTISING AND CONSUMER BEHAVIORMeaning and Elements of Consumer Behavior, Factors Affecting Consumer Behavior, Buying Process, Buying Motives and Advertising, Organizational Buying Behavior, Difficulties in the study of Buyer Behavior.16. \* MEASURING ADVERTISING EFFECTIVENESSIntroduction, Meaning and Importance, Approaches, Methods of Measuring Advertising Effectiveness, Difficulties in Evaluating Advertising Effectiveness, Conclusion.REVISION  |

Commerce Department

Name of College: Govt. College Jind

Academic Session: 2021-22 For the Even Semester

 April to July

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| Sr. No. | Name of Assistant/Associate Professor | Subject/ Class/Semester | Topic/Chapter to be covered  |
| 01. | Mr. SANJEEV Kumar | 1. B.com Final Year

6th Semester Sec- B (1-3)&C(4-6)Paper: RETAIL MANAGEMENT | 01/04/2022 to 17/07/2022**APRIL. 2022**RETAILING: Introduction, Core Concept , Components and ImportanceTheories of retailing Strategic planning in retailingPlanning location of retail institution Trading area analysisDeciding the Most desirable TYPE OF LOCATIONCHOICE OF A GENERAL LOCATION 1st Assignment (25.04.2022)**MAY. 2022**ORGANIZATIONAL STRUCTURE IN RETAIL INSTITUTIONCLASSIFICATION OF RETAIL INSTITUTIONSTORE BASED AND NON STORE BASED REAL ORGANIZATIONPROCESS OF SETTING UP A RETAIL ORGANIZATION  Class Test-1(10.05.2022)**JUNE. 2022**STORE MANAGEMENT BLUPERING OPERATION DECIDING STORE LAYOUTENERGY MANAGEMENTSECURITY ISSUES APPLICATION OF INFORMATION TECHNOLOGY IN RETAILING  2nd Assignment (13.06.2022)**JULY. 2022****TRENDS IN RETAILING IN INDIA** \*REVISION\*   |

Commerce Department

Name of College: Govt. College Jind

Academic Session: 2021-22

 April to July

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| Sr. No. | Name of Assistant/Associate Professor | Subject/ Class/Semester | Topic/Chapter to be covered  |
| 01. | Mr. SANJEEV Kumar | B.com 2nd Year4th Semester Sec- B, C & DPaper: BUSINESS STATISTICS-II | 01/04/2022 to 17/07/2022**April 2022**SIMPLE CORRELATION CONCEPT TYPES MULTIPLE AND PARTIALLINEAR AND NON LINEARSCATTER DIAGRAM METHODKARL PEARSON’s CO EFFICIENT OF CORRELATION,SPEARMAN’S RANK CORRELATION CONCURRENT DEVIATION METHODPROABLE AND STANDARD ERRORS 1st Assignment (25.04.2022)**MAY. 2022**REGRESSION ANALYSIS ,MEANING DIFFERENCE BETWEEN CORRELATION AND REGRESSION COEFFICIENTS,METHOD OF CALCULATION OF SIMPLE REGRESSION STANDARD ERROR OF ESTIMATEClass Test-1(10.05.2022)**JUNE. 2022**PROBABILITYCONCEPT AND APPROACHES ADDITION AND MULTIPLICATION LAWS OF PROBABILITYCONDITIONAL PROBABILITY BAYES’THEOREMPROBABILITY DISTRIBUTION CONCEPT **JULY.2022**BINOMIALPOSSION AND NORAML DISTRIBUTION THEIR PROPERTIES AND PARAMETERSREVISION  |

***COMMERCE DEPARTMENT***

***NAME OF COLLEGE: GOVT COLLEGE, JIND.***

***ACADEMIC SESSION: 2021-22 FOR EVEN SEMESTER***

***APRIL TO JULY***

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| ***SR No.*** | ***NAME OF ASSISTANT/ASSOCIATE PROFESSOR*** | ***SUBJECT/CLASS/ SEMESTER*** | ***TOPIC/CHAPTER TO BE COVERED*** |
| 1. | PANKAJ BATRA | 1. M.COM PREVIOUS

2ND SEMESTERPAPER: OPERATION RESEARCH | 01/04/2022 to 17/07/2022Tentative Lesson Plan**APRIL, 2022**OPERATION RESEARCH:Nature, Scope, Techniques, Methods and Application of operation research.LINEAR PROGRAMMING PROBLEM:Mathematical formulation; Graphical method of solving LPP; Simplex method having different cases; Special cases: infeasible solution, degeneracy problem, unboundedness and multiple optimum solutions; Sensitivity analysis; Duality; Business application of LPP.*ASSIGNMENT-1:*WHAT KIND OF PROBLEMS WE CAN SOLVE FROM OPERATION RESEARCH? EXPLAIN VARIOUS PHASES IN OPERATION RESEARCH.**MAY, 2022**TRANSPORTATION TECHNIQUE:Major methods of finding initial basic feasible solution including north west corner method, least cost method, VAM; Stepping stone and MODI methods for finding optimal solution; Special cases of transportation problem.ASSIGNMENT PROBLEM:Algorithm; Special cases.*CLASS TEST-1:*LINEAR PROGRAMMING PROBLEM AND TRANSPORTATION TECHNIQUE**JUNE, 2022**INVENTORY CONTROL:Concept, functions and significance of inventory; Major decisions; Relevant costs; Classical EOQ Model; Limitations; Extensions of classical EOQ Model; Gradual receipt; Application of EOQ Model in production process; Quantity discount; Planned Stock-out; Re-order level; ABC analysis.GAME THEORY:Concept of game; ‘Two-person’, ’Zero-sum’ games; Pure and Mixed strategy games; Rule of Dominance; Major methods of solving game theory problems; Limitations and Applications of game theory.*PRESENTATION BY STUDENTS.***JULY, 2022**QUEUING THEORY:Introduction; Structure of queuing system; characteristics of M/M/1 queuing model; Applications of queuing theory.PROJECT MANAGEMENT:PERT and CPM and their applications; PERT/Cost; Resource levelling. |
|  |  | 1. M.COM FINAL

4TH SEMESTER PAPER:WORKING CAPITAL MANAGEMENT. | 01/04/2022 to 17/07/2022Tentative Lesson Plan**APRIL, 2022**INTRODUCTION:Concept of Working Capital Management; Importance and kinds of Working Capital; Factors determining Working Capital; Estimating Working Capital Requirements.WORKING CAPITAL FINANCING:Financing of Working capital; Determining working capital financing mix; New trends in financing of working capital by banks; Dahejia Committee Report; Tondon, Chore, Marathe, Chakravarty , Kannan Committee Report; Latest Report on Working Capital Financing.*ASSIGNMENT-1:* DISCUSS ABOUT VARIOUS REPORTS ON WORKING CAPITAL FINANCING.**MAY, 2022**CASH MANAGEMENT:Techniques and models- motives for holding cash and marketable securities; Cash system; Managing cash flows; Cash cycle types of collection systems; Cash concentration strategies; Disbursement tools; Investment in marketable securities; Forecasting cash flows; Managing corporate liquidity and financial flexibility; Measures of liquidity; Determining optimum level of cash balances- Baumol Model; Beranek Model; Miller-Orr Model; Stone Model.*CLASS TEST-1:*INTRODUCTION OF WORKING CAPITAL MANAGEMENT AND WORKING CAPITAL FINANCING.**JUNE, 2022**RECEIVABLE MANAGEMENT:Determining appropriate receivable policy; Marginal Analysis; Credit Analysis and Decision; Heuristic Approach; Discriminate Analysis; Sequential Decision Analysis.*PRESENTATION BY STUDENTS.***JULY, 2022:**INVENTORY MANAGEMENT:Inventory management and valuation; Inventory control technique; ABC Analysis; EOQ; Determining labels of inventory in programming Working Capital Management; Integrating Just in Time mechanism(JIT)/ technique. |

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|  **SUMMARY OF LESSON PLAN OF COLLEGE FACULTY** |
|  NAME OF THE COLLEGE- GOVT. COLLEGE, JIND ACADEMIC SESSION 2020-21 EVEN SEMESTER |
|  |  |  |  |  |  |
|  Sr. NO |  Name of the Assistant / AssociateProfessor / Class |  Subject/week/month |  …………Dates  |  Topic/ Chapters to be covered |  Topic ofAssignments/Tests to be given |
|  **1** |  **Mrs.Priti** |  **Commerece**  |  **Business environment**  |  |
|  |  **B.COM 6th Sem** |  April, 2022 |  1- 2 April |  **Business environment an introduction** |  |
|  4-9 April |  **Environment analysis and scanning** |  |
|  11 - 16 April |  **Fiscal Policy of india** |  |
|  18- 23 April |  **Public sector**  |  |
|  25 - 30 April |  Revision |  Assignment -1 |
|  May, 2022 |  2-7 May |  **Private sector** |  |
|  9-14 May |  Mixed sector and Multinational corporations in india |  Class Test - 1 |
|  16-21 May |  **Monetary policy**  |  |
|  23-28 May |  **Make in india Programme** |  |
|  30- 31 May |  **Business Entrepreneurship**  |  |
|  June, 2022 |  1-4 June |  **Exam Policy** |  |
|  6-11 June | **Learning:** Theories of Learning. Modeling; Shaping Behaviour, Learning and Organisational Behaviour.  |  |
|  13-18 June |  **Budget** |  Assignment - 2 |
|  20-25 June |  **Business Ethics and Loyality** |  |
|  27- 30 June |  **GD** |  |
|  July,2022 |  1-2 July |  **Business environment of india** |  |
|  4-9 July |  **organizational effectiveness**  |  Submission ofInternalAssessment |
|  11-16 July |  **organizational climate control techniques** |  |
|  18-19 July |  Revision |  |

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| **SUMMARY OF LESSON PLAN OF COLLEGE FACULTY** |
| NAME OF THE COLLEGE- GOVT. COLLEGE, JIND ACADEMIC SESSION 2020-21 EVEN SEMESTER |
|  |  |  |  |  |  |
| Sr. NO | Name of the Assistant / Associate Professor / Class | Subject/week/ month | Dates  | Topic/ Chapters to be covered | Topic of Assignments/Tests to be given |
| **1** | **Mrs.Priti** | **Commerece**  | **Business Law** |  |
|  | **B.COM 4th sem** | April, 2022 | 1- 2 April | **Negotiable instrument act 1881** |  |
| 4-9 April | **Parties to negotiable instruments** |  |
| 11 - 16 April | **Cheque** |  |
| 18- 23 April | **Bill of exchange** |  |
| 25 - 30 April | Revision | Assignment -1 |
| May, 2022 | 2-7 May | **Partnership act 1932 an introduction** |  |
| 9-14 May | Dissolution of Partnership firm | Class Test - 1 |
| 16-21 May | **Registration of Partnership Firm** |  |
| 23-28 May | **GOODWILL** |  |
| 30- 31 May | **Partners and their liabilities and powers** |  |
| June, 2022 | 1-4 June | **CHANGE IN PROFIT SHARING RATIO**  |  |
| 6-11 June | **Learning:** Theories of Learning. Modeling; Shaping Behaviour, Learning and Organisational Behaviour.  |  |
| 13-18 June | **PARTNERSHIP ACCOUNT,DEED,** | Assignment - 2 |
| 20-25 June | **LLP Act 2008** |  |
| 27- 30 June | **Liabilities of LLP and its Partners** |  |
| July,2022 | 1-2 July | **Information Technology Act 2001** |  |
| 4-9 July | **Corporate governance**  | Submission of  |
| 11-16 July | **RTI act 2005** | Internal Assessment |
| 18-19 July | Revision |  |
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Commerce Department

Name of College: Govt. College Jind

Academic Session: 2021-22 For the Even Semester

 April to July

| Sr. No. | Name of Assistant/Associate Professor | Subject/ Class/Semester | Topic/Chapter to be covered  |
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| 01. | Renu | 1. B.com first year

2nd Semester Sec- C&DPaper: fundamental of marketing | 01/04/2022 to 17/07/2022**APRIL. 2022**1. Marketing : Introduction, Core Concept of MARKETING , Components and Importance1. marketing management
2. marketing mix
3. analysis of marketing environment
4. internal environment external enviroment

1st Assignment (25.04.2022)**MAY. 2022**Market segmentationConcept &bases of market segmentationUnderstanding consumer behavior Product meaning classification product mix And product line decisionProduct development processBrandingPackagingLabeling Class Test-1(10.05.2022)**JUNE. 2022****Pricing****Pricing objective****Factor influencing pricing strategies****Promotion****Element of promotion mix** 2nd Assignment (13.06.2022)**JULY. 2022**Distribution channelMeaning types role and factor affecting choice of distribution channel \*REVISION\*   |

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| **SUMMARY OF LESSON PLAN OF COLLEGE FACULTY** |
| NAME OF THE COLLEGE- GOVT. COLLEGE, JIND ACADEMIC SESSION 2020-21 EVEN SEMESTER |
|  |  |  |  |  |  |
| **Sr. NO** | **Name of the Assistant / Associate Professor / Class** | **Subject/ Month** | **Dates / Week** | **Topic/ Chapters to be covered** | **Topic of Assignments/Tests to be given** |
| **1** | **Mrs. Yashwanti** | **Commerece**  | **Fundamental of Insurance** |  |
|  | **B.Com - 6 Sem - (Section A & B)** | **April, 2022** | 1- 2 April | **Introduction to Insurance**: Life and general insurance. |  |
| 4-9 April | **Insurance** : purpose, need and principles of insuranc.e, insurance as a social security tool |  |
| 11 - 16 April | **Insurance and economic development.**  |  |
| 18- 23 April | **Contract of Life Insurance:** Principles and practice of life insurance |  |
| 25 - 30 April | **Contract of Life Insurance**: Parties to the contract their rights and duties, conditions and terms of policy, effects of non-compliance | Assignment -1 |
| **May, 2022** | 2-7 May | **Contract of Life Insurance-** nominations and assignment practices in connection with collection of premium, revivals, loans, surrenders claims |  |
| 9-14 May | **Contract of Life Insurance-** bonuses and annuity payments, | Class Test - 1 |
| 16-21 May | **Contract of Life Insurance**- Present structure & growth of life insurance in India claims settlement procedure. |  |
| 23-28 May | **Fire Insurance:** Principles of fire insurance contracts fire insurance policy |  |
| 30- 31 May | **Fire Insurance** Conditions |  |
| **June, 2022** | 1-4 June | **Fire Insurance** - Assignment of policy, claims settlement procedure |  |
| 6-11 June | **Marine Insurance**: Marine insurance policy and its conditions, premium, double insurance assignment of policy warranties |  |
| 13-18 June | **Marine Insurance:**Voyage, loss and abandonment, partial losses and particular charges, salvage | Assignment - 2 |
| 20-25 June | **Marine Insurance:** Total losses and measures of indemnity, claims settlement procedures. |  |
| 27- 30 June | **Accident and Motor Insurance**: Policy and claims settlement procedures |  |
| **July,2022** | 1-2 July | **Accident and Motor Insurance**: Policy and claims settlement procedures .. Continues |  |
| 4-9 July | **Insurance Intermediaries** - Role of agents and procedure for becoming an agent, cancellation of license | Submission of Internal Assessment |
| 11-16 July | **Insurance Intermediaries** - revocation/suspension/termination of agent appointment; code of conduct, unfair practices. |  |
| 18-19 July | Revision |  |

Commerce Department

Name of College: Govt. College Jind

Academic Session: 2021-22 For the Even Semester

 April to July

| Sr. No. | Name of Assistant/Associate Professor | Subject/ Class/Semester | Topic/Chapter to be covered  |
| --- | --- | --- | --- |
| 01. | Munish Kumar | 1. M.Com Final Year

4th Semester Paper: International Marketing | 01/04/2022 to 17/07/2022Tentative Lesson Plan**APRIL. 2022** Nature, importance, and scope of international marketing; International market orientationand involvement; International marketing management process- an overview, International marketinginformation system. International Marketing Environment: Influence of physical, economic, socio - cultural,political and legal environments on international marketing decisions; Global trading environment anddevelopments. International Market Segmentation, Selection and Positioning; Screening and selection ofmarkets; International market entry strategies Exporting, licensing, contract manufacturing, joint venture,setting -up of wholly owned subsidiaries aboard.**MAY. 2022**International Product Planning and Pricing decisions:a) Major Product decisions; product design, labeling, packaging, branding and product support services;Product standardisation vs. adaptation; Managing product line; International trade product life-cycle;New product development;b} Pricing decisions for international markets: Factors affecting international price determination;International pricing process and policies; Delivery terms and currency for export pricequotations; Transfer pricing; Pricing in the context of counter trade.**JUNE. 2022**International Distribution Decisions: Distribution channel strategy- International distributionchannels; their roles and functions; selection and management of overseas agents; International distributionlogistics- inventory management, transportation, warehousing, and insurance. |

|  |  |  | International Promotion Strategies: Communications across countries-complexities and issues;Country-of-origin effect; International promotion tools and planning; Advertising, personal selling, publicity,and sales promotion; International public relations, Developing international promotion campaign; Standardization vs. adaptation issue; Planning for direct mail, sales literature, trade fairs, and exhibitions.Class TestAllocation of topics for presentation**JULY. 2022**Emerging trends in International Marketing: International marketing through the Internet;Ecological concerns and international marketing ethics.Presentation by students |
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Lesson Plan (Tentative)

Name of the Assistant Professor:-Mrs.Usha (Commerce) Class and Section:-B.Com 2nd Semester Section A B C D Paper: - Business Environment of Haryana

April 2022

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|  | Topics |
|  | UNIT-1Business environment- An introduction Nature of HARYANA economyHARYANA economy since it’s inceptionAgriculture in Haryana |

May 2022

|  |  |
| --- | --- |
|  | Topics |
|  | Unit –II Agriculture credit NABARDRural IndebtednessMicro small and medium enterprises in HARYANA |
|  | Paper Presentation |

June 2022

|  |  |
| --- | --- |
|  | Topics |
|  | Unit-IIISEZ’sMultinational corporations in HARYANA HSIIDCHFC |
|  | Test Assignment |

July 2022

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|  | Topics |
|  | Unit -IV HAFED HKVIBHARYANA BudgetAssignment |
|  | Revision |

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Lesson Plan 2022

Name of the Assistant Professor:- Mrs.Usha Class: B.com VI semester sections -B&C Paper code: HRM

April 2022

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| --- | --- |
|  | Topics |
|  | Unit - I.Human resource management an introduction HRM environment and challengesHR Planning |

**May** 2022

|  |  |
| --- | --- |
|  | Topics |
|  | Unit IICareer and succession Planning Job analysisJob design |

June 2022

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| --- | --- |
|  | Topics |
|  | Unit- IIIJob evaluation Recruitment and selectionPlacement and inductiom |

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|  |  |
|  | Paper Presentation + Test and assignment -1 |

July 2022

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| --- | --- |
|  | Topics |
|  | Unit –I VInternal mobility promotion and demotion SeparationTraining |
|  | Assignment -2 |
|  | Revision |
|  |  |

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Lesson Plan (Tentative)

Name of the Assistant Professor:-Mrs.Usha (Commerce) Class and Section:-B.Com 2nd Semester Section A B C D Paper: - Business Environment of Haryana

April 2022

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|  | Topics |
|  | UNIT-1Business environment- An introduction Nature of HARYANA economyHARYANA economy since it’s inceptionAgriculture in Haryana |

May 2022

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| --- | --- |
|  | Topics |
|  | Unit –II Agriculture credit NABARDRural IndebtednessMicro small and medium enterprises in HARYANA |
|  | Paper Presentation |

June 2022

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|  | Topics |
|  | Unit-IIISEZ’sMultinational corporations in HARYANA HSIIDCHFC |
|  | Test Assignment |

July 2022

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|  | Topics |
|  | Unit -IV HAFED HKVIBHARYANA BudgetAssignment |
|  | Revision |

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Lesson Plan 2022

Name of the Assistant Professor:- Mrs.Usha Class: B.com VI semester sections -B&C Paper code: HRM

April 2022

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|  | Topics |
|  | Unit - I.Human resource management an introduction HRM environment and challengesHR Planning |

**May** 2022

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|  | Topics |
|  | Unit IICareer and succession Planning Job analysisJob design |

June 2022

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|  | Topics |
|  | Unit- IIIJob evaluation Recruitment and selectionPlacement and inductiom |

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|  | Paper Presentation + Test and assignment -1 |

July 2022

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|  | Topics |
|  | Unit –I VInternal mobility promotion and demotion SeparationTraining |
|  | Assignment -2 |
|  | Revision |
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| April 2022 |
| Chapter 1 : Computerized accounting system |
| IntroductionFeaturesAdvantage and DisadvantageLimitationGroup DiscussionChapter 2 : Introduction of Tally.ERP9Installing Tally.ERP.9Vault passwordGD |
| Chapter 3: Group,Ledger,voucherEntry& Budget creation Sales voucher Purchase voucherReceipt voucherContra voucherJournal voucherCredit note voucherDebit note voucherBudget  |
| MAY 2022 |
| Chapter 4:Bill wise accountingChapter RevisionGDTest for AssesmentChapter 5:inventory features&order processingStock items Sales orderPurchase orderDelivery noteRejection out Chapter revision GDAssignment -1 |
| JUNE 2022 |
| Chapter 6: Reports Chapter revisionGDChapter :7computerized of Tax liability calculationChapter revision GDAssignment :2July 2022 |
| Chapter 8: Payroll (salary accounting)Chapter revision GDChapter revision  |
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Commerce Department

Name of College: Govt. College Jind

Academic Session: 2021-22 For the Even Semester

 April to July

| Sr. No. | Name of Assistant/Associate Professor | Subject/ Class/Semester | Topic/Chapter to be covered  |
| --- | --- | --- | --- |
| 01. | Munish Kumar | 1. B.com Final Year

6th Semester Sec- A (1-4) Paper: RETAIL MANAGEMENT | 01/04/2022 to 17/07/2022Tentative Lesson Plan**APRIL. 2022**RETAILING: Introduction, Core Concept , Components and ImportanceTheories of retailing Strategic planning in retailingPlanning location of retail institution Trading area analysisDeciding the Most desirable TYPE OF LOCATIONCHOICE OF A GENERAL LOCATION 1st Assignment **MAY. 2022**ORGANIZATIONAL STRUCTURE IN RETAIL INSTITUTIONCLASSIFICATION OF RETAIL INSTITUTIONSTORE BASED ANDNON STORE BASED REAL ORGANIZATIONPROCESS OF SETTING UP A RETAIL ORGANIZATION  Class Test **JUNE. 2022**STORE MANAGEMENT BLUPERING OPERATION DECIDING STORE LAYOUTENERGY MANAGEMENTSECURITY ISSUES APPLICATION OF INFORMATION TECHNOLOGY IN RETAILING  2nd Assignment **JULY. 2022****TRENDS IN RETAILING IN INDIA** \*REVISION\*   |

Commerce Department

Name of College: Govt. College Jind

Academic Session: 2021-22

 April to July

| Sr. No. | Name of Assistant/Associate Professor | Subject/ Class/Semester | Topic/Chapter to be covered  |
| --- | --- | --- | --- |
| 01. | Munish Kumar | M.Com Previous 2nd Semester Paper: Marketing Management  | 01/04/2022 to 17/07/2022Tentative Lesson Plan**April 2022**Nature and significance of marketing, marketing management, evolution marketing. Marketing Management orientation: the product concept, production concept, selling concept, selling vs marketing, societial marketing concept and holistics marketing. Marketing mix, marketing environment in India**MAY. 2022**Consumer Behaviour : determinants of consumer behavior, consumer buying decision making process. Market segmentation: basic of market segmentation, market targeting and positioning. Marketing research and marketing information. Product classification, product mix strategy, branding, packaging, labelling, product support services **JUNE. 2022**New product development process. Product lifecycle. Marketing of services. Pricing decision: price determination method pricing strategies, free determination. Distribution channels and physical distribution decision. Selecting, management of distribution channels, distribution logistics, retailing and wholesaling. Production mix, advertising, personal selling, public relation and publicity and sale promotion.Class Test, Distribution of topics for presentation.**JULY.2022**Consumer Protection, social marketing, rural marketing, online marketing, social and ethical aspects of marketing.Presentation by students. |

**Lesson Plan (Tentative)**

Name of the Associate Professor:- Subhash Duggal (Commerce)

Class and Section:-B.Com 1st Semester Section A

Paper: - Financial Accounting

**April 2022**

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|  | Topics |
|  | UNIT-1  |

May **2022**

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|  | Topics |
|  |  Unit –II  |
|  | Paper Presentation  |

 **June 2022**

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|  | Topics |
|  | Unit-III  |
|  |  TestAssignment  |

**July 2022**

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|  | Topics |
|  | Unit IV Assignment |
|  | Unit V  |
|  | Revision |

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 Lesson Plan 2022

Name of the Associate Professor:- Subhash Duggal (Commerce)

Class and Section:-M.Com 2nd Semester

Paper: - Human Resource Management

**April 2022**

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|  | Topics |
|  | Unit - I.  |

 **May** **2022**

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|  | Topics |
|  |  Unit II  |

 June **2022**

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| --- | --- |
|  | Topics |
|  |  Unit- III |
|  | Paper Presentation + Test |

 July **2022**

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|  | Topics |
|  | Unit –IV |
|  |  Unit V  |
|  | Revision |
|  |  |

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Name of the Associate Professor:- Subhash Duggal (Commerce)

Class and Section:-M.Com 4th Semester

Paper: - Service Marketing

**April 2022**

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|  | Topics |
|  | UNIT-1  |

May **2022**

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| --- | --- |
|  | Topics |
|  |  Unit –II  |
|  | Paper Presentation  |

 **June 2022**

|  |  |
| --- | --- |
|  | Topics |
|  | Unit-III  |
|  |  TestAssignment  |

**July 2022**

|  |  |
| --- | --- |
|  | Topics |
|  | Unit IV Assignment |
|  | Unit V  |
|  | Revision |

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